




INDITION COMMERCE

Google Analytics, Tag Manager & Tracking

Complete User Manual — measuring traffic, managing tags, and tracking events & conversions with the Indition CMS Google widgets

Indition CMS · Statistics widgets · June 2026

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Contents

1. Introduction & Core Concepts

- What these widgets do
- GA4 vs. Tag Manager vs. Tracking — which do I need?
- The Google tag, the dataLayer & how hits flow
- Where to place each widget
- Conventions used in this manual

2. Google Analytics 4

- What it does
- Adding & configuring it
- Properties & Advanced fields
- Notes & good practice

3. Google Tag Manager

- What it does
- Adding & configuring it
- Properties
- Notes & good practice

4. Google Tracking (Events & Conversions)

- What it does
- What to track
- When to fire
- Fields reference
- Worked recipes

5. Consent & Privacy

- Consent Mode & the Cookie Consent widget
- What never to send

6. Testing & Verifying

- Checking GA4
- Checking Tag Manager
- Checking events & conversions

7. Troubleshooting

8. Glossary

1. Introduction & Core Concepts

The Indition CMS includes three widgets, all in the **Statistics** category, that connect your website to Google's measurement and advertising tools without writing any code:

- **Google Analytics 4** — adds the Google tag so Google Analytics can measure visits and behaviour.
- **Google Tag Manager** — adds a Tag Manager container so your marketing team can manage tags from Google's console.
- **Google Tracking (Events & Conversions)** — records a specific action (a GA4 event, a Google Ads conversion, a remarketing hit, or a dataLayer event) when a page loads, a button is clicked, or a form is submitted.

This manual is written so a non-technical team member can read it cover to cover and set up reliable measurement confidently. The advanced fields are explained too, for power users.

1.1 What these widgets do

Every one of these widgets outputs a small script and *nothing visible* on the page. You add them like any other widget; visitors never see them. Their job is to load Google's tracking code or to send a single measurement "hit" to Google.

1.2 GA4 vs. Tag Manager vs. Tracking — which do I need?

Goal	Use
I just want Google Analytics to measure my site.	Google Analytics 4 widget on a site-wide template.
My marketing team manages all tags (Analytics, Ads, pixels) from Google Tag Manager.	Google Tag Manager widget on a site-wide template.
I need to record a specific action — a lead, a purchase, an add-to-cart, an ad conversion.	Google Tracking widget on the relevant page.

GA4 and Tag Manager are not mutually exclusive with Tracking — the Tracking widget *sends* events into whichever of them you have on the page. A common setup is the GA4 widget site-wide, plus Tracking widgets on the pages where conversions happen.

Avoid measuring the **same** GA4 property through both a direct GA4 widget *and* a Tag Manager container — that double-counts. Pick one path per property.

1.3 The Google tag, the dataLayer & how hits flow

Two pieces of Google plumbing are referenced throughout this manual:

- The **Google tag** (`gtag.js`) — the JavaScript library that sends data to Google Analytics and Google Ads. The GA4 widget loads it; the Tracking widget can load it for Google Ads.

- The **dataLayer** — a simple list on the page that scripts push events into. Google Tag Manager watches the dataLayer and decides what to do with each event.

When the Tracking widget fires, it either calls the Google tag (`gtag('event', ...)`) or pushes to the dataLayer (`dataLayer.push(...)`). If the matching base tag (GA4 or Tag Manager) is on the page, the hit is delivered; if not, GA4/dataLayer hits are simply queued and never sent — nothing breaks.

1.4 Where to place each widget

Widget	Best placement
Google Analytics 4	A site-wide template (e.g. the header/layout) so it loads on every page. One instance.
Google Tag Manager	A site-wide template. One instance.
Google Tracking	The specific page where the action happens (a thank-you page, a page with the button/form). One instance per action.

1.5 Conventions used in this manual

- A **field** is a setting in the widget editor. A **tab** groups related fields.
- Code and IDs are shown in `this style`.
- Dates/times that the platform records follow the database (site) time zone, not the visitor's browser.

2. Google Analytics 4

The **Google Analytics 4** widget adds the Google tag (`gtag.js`) and sends page analytics to a GA4 web data stream.

2.1 What it does

Use it to track a page or template with a GA4 **measurement ID** in the format `G-XXXXXXXXXX` . It supports a per-widget ID or a site-wide global default, and it avoids initialising the same measurement ID twice if rendered more than once on a page.

2.2 Adding & configuring it

- 1 Add the **Google Analytics 4** widget to a site-wide template.
- 2 Enter your GA4 measurement ID (`G-XXXXXXXXXX`), or leave it blank and turn on **Use Global Default Measurement ID** if a site-wide ID is configured.
- 3 Leave **Send Default Page View** on unless pageviews are sent some other way.
- 4 Save. Tracking begins on every page that includes the template.

Find your measurement ID in Google Analytics → Admin → Data streams → your web stream. It starts with `G-` .

2.3 Properties & Advanced fields

PROPERTIES

Field	What it does
GA4 Measurement ID	The destination ID, format <code>G-XXXXXXXXXX</code> .
Use Global Default Measurement ID	If on and the field is blank, uses the site-level <code>GA4_MEASUREMENT_ID</code> setting.
Send Default Page View	Controls the automatic GA4 <code>page_view</code> . Turn off if pageviews are sent manually.

ADVANCED

Field	What it does
Enable Debug Mode	Sends <code>debug_mode</code> so the visit shows in GA4 DebugView.
Allow Google Signals / Ad Personalization	Toggle Google Signals and ad-personalization behaviour.
User ID	Optional non-PII identifier (<code>user_id</code>) for cross-device measurement.
Page Title / Location Override	Override the title/URL reported to GA4.
Cookie Domain / Expiration / Flags	Custom cookie scoping (e.g. <code>cookie_flags = SameSite=None;Secure</code>).
User Properties (JSON)	Optional GA4 user properties, e.g. <code>{"membership_tier":"pro"}</code> .

2.4 Notes & good practice

- Use a single GA4 instance in a shared template; use a per-widget ID only when a page intentionally needs a different stream.
- If both a widget ID and a global ID exist, the widget ID wins.
- Never put personal data in **User ID** or **User Properties**.
- For consent gating, add the Cookie Consent widget (Chapter 5).

3. Google Tag Manager

The **Google Tag Manager** widget adds your GTM container snippet (the `gtm.js` loader plus the `<noscript>` fallback), so analytics, ads and other tags are managed from your GTM workspace.

3.1 What it does

Loads a Tag Manager container by ID (`GTM-XXXXXXX`). Once it is on the page, all tag changes happen inside GTM — no further site edits are needed. The widget loads each container only once even if placed more than once.

3.2 Adding & configuring it

- 1 Copy your container ID from Tag Manager (`GTM-XXXXXXX`).
- 2 Add the **Google Tag Manager** widget to a site-wide template.
- 3 Enter the GTM ID (or rely on the global `CMS:GTM_ID` setting) and save.
- 4 Build and publish tags/triggers inside Tag Manager.

3.3 Properties

Field	What it does
Widget Name	Internal label; does not affect tracking.
GTM ID	The container ID, format <code>GTM-XXXXXXX</code> . Defaults from <code>CMS:GTM_ID</code> .

3.4 Notes & good practice

- Place it once on a shared template, as early in the page as your template allows.
- To send events into your container from the CMS, pair it with the **Google Tracking** widget (choose “GTM dataLayer event”).
- Use one approach per property: a GTM container *or* a direct GA4 tag — not both for the same property.
- Pair with Cookie Consent for Consent Mode (Chapter 5).

4. Google Tracking (Events & Conversions)

The **Google Tracking** widget sends one tracking hit — a GA4 event, a Google Ads conversion or remarketing hit, or a GTM dataLayer event — when the page loads, an element is clicked, or a form is submitted. It renders a small script and nothing visible.

4.1 What it does

One instance records one action. To track several different things, add several instances (they are fully independent and do not conflict). It pairs with the other widgets: GA4 events need the GA4 widget on the page, dataLayer events need the Tag Manager widget, and Google Ads conversions/remarketing can load the Google Ads tag themselves.

4.2 What to track

Type	What it sends
GA4 event	An event to Google Analytics 4, e.g. <code>sign_up</code> , <code>generate_lead</code> , <code>purchase</code> .
Google Ads conversion	A conversion against a conversion ID + label, with optional value/currency/transaction ID.
Google Ads remarketing	A remarketing hit so the visitor can be added to an audience.
GTM dataLayer event	A named event pushed to the dataLayer for your Tag Manager container.

4.3 When to fire

Trigger	Use it for
When the page loads	A conversion on a thank-you/confirmation page.
When an element is clicked	A button or link — give a CSS selector like <code>#buy-button</code> or <code>.add-to-cart</code> .
When a form is submitted	A form — give a selector like <code>#contact-form</code> .

4.4 Fields reference

Field	What it does
What to track / When to fire	The tracking type and trigger above.
Element (CSS selector)	Shown for click/submit. The element to watch.
Event name	For GA4 / dataLayer events, e.g. <code>generate_lead</code> .
Conversion ID / label	For Google Ads. ID is <code>AW-XXXXXXXX</code> ; the label pairs with it.
Value / Currency	Optional amount and 3-letter currency. Ads needs a currency when a value is sent.
Transaction ID	Optional; lets Google de-duplicate the same conversion/order.
Extra parameters (JSON)	Optional JSON merged into the hit, e.g. GA4 <code>items</code> for ecommerce.
Load the Google Ads tag automatically	For Ads types: loads the tag if it is not already present.
Only fire once per visit	Fires at most once per browser session — ideal for a page-load conversion.

The editor hides fields that do not apply to your choice — e.g. the selector only appears for click/submit, and conversion fields only for Google Ads.

4.5 Worked recipes

LEAD FORM SUBMIT (GA4 EVENT)

GA4 event `generate_lead`, on form submit of `#contact-form`:

```
gtag('event', 'generate_lead', { /* extra params */ });
```

PURCHASE CONVERSION ON THE THANK-YOU PAGE (GOOGLE ADS)

Page load, "once per visit" on, ID `AW-123456789`, label `AbC-D_efGhIjK`, value `49.99`, currency `USD`, transaction ID `order-1234`:

```
gtag('event', 'conversion', {
  send_to: 'AW-123456789/AbC-D_efGhIjK',
  value: 49.99, currency: 'USD', transaction_id: 'order-1234'
});
```

ADD-TO-CART CLICK (GA4 ECOMMERCE)

GA4 event `add_to_cart` on click of `.add-to-cart`, Extra parameters:

```
{ "currency": "USD", "value": 19.99, "items": [{ "item_id": "SKU-1", "item_name": "Widget" }] }
```

REMARKETING ON EVERY PAGE

Remarketing, on page load, ID `AW-123456789`, in a site-wide template.

CUSTOM GTM EVENT

dataLayer event `newsletter_signup` on submit of `.newsletter` — your container decides what to do with it.

5. Consent & Privacy

5.1 Consent Mode & the Cookie Consent widget

In many regions (the EEA/UK) you must obtain consent before analytics/ads cookies are used. Add the **Cookie Consent** widget: it records the visitor's choice and signals it to Google via Consent Mode (`gtag('consent', ...)` / the `dataLayer`). The GA4, Tag Manager and Tracking widgets all respect that consent state — Google holds tags until consent is granted.

These widgets load the standard Google tag; they do not set consent defaults themselves. The Cookie Consent widget is what gates them.

5.2 What never to send

Never put personally identifiable information — names, email addresses, phone numbers — into event names, parameters, user IDs, user properties or transaction IDs. Use non-identifying values only.

6. Testing & Verifying

6.1 Checking GA4

- Turn on **Enable Debug Mode** on the GA4 widget and watch **GA4 → Admin → DebugView**.
- Or use the Google *Tag Assistant* to confirm the tag fires and the measurement ID is correct.
- **GA4 → Reports → Realtime** should show your visit within a minute.

6.2 Checking Tag Manager

- Use **Preview** in Tag Manager (Tag Assistant) and browse your site — tags and dataLayer events appear as you navigate.

6.3 Checking events & conversions

- GA4 events appear in **Realtime** and **DebugView**; trigger the click/submit/page-load and confirm the event name.
- Google Ads conversions show under the conversion action (allow time; use Tag Assistant for an immediate check that the hit fired).
- For dataLayer events, use Tag Manager Preview to confirm the `event` appears in the dataLayer.

7. Troubleshooting

Symptom	Likely cause & fix
No data in GA4	The GA4 widget is missing or inactive on the page, the measurement ID is wrong, or consent has not been granted. Confirm the widget is on the template and active.
GA4 event never appears	The Tracking widget fired but no GA4 widget is on the page, so the event was queued and not sent. Add the GA4 widget.
Click/submit tracking does nothing	The CSS selector does not match. Check the element's id/class and that the selector is exact (e.g. <code>#buy-button</code>).
Conversion counted twice	Two instances track the same action, or a page-load conversion fires on reload. Use Only fire once per visit and set a Transaction ID .
Google Ads conversion not recorded	Wrong conversion ID/label, or the Ads tag is not present — turn on Load the Google Ads tag automatically .
Nothing tracks at all	Consent not granted (Cookie Consent holding tags), or the widget is set inactive. Check both.

8. Glossary

Term	Meaning
GA4	Google Analytics 4 — Google's current analytics platform.
Measurement ID	A GA4 web stream identifier, format <code>G-XXXXXXXXXX</code> .
Google tag (gtag.js)	Google's JavaScript library that sends data to Analytics and Ads.
GTM / container	Google Tag Manager and its container (<code>GTM-XXXXXXX</code>), where tags are managed.
dataLayer	A page-level list that scripts push events into; Tag Manager reads it.
Event	A named action recorded in GA4 (e.g. <code>purchase</code>).
Conversion	A valuable action tracked in Google Ads against a conversion ID + label.
Remarketing	Building an audience of visitors to advertise to later.
Conversion ID / label	Google Ads identifiers, <code>AW-XXXXXXXXXX</code> plus a label, combined as <code>send_to</code> .
Consent Mode	Google's mechanism for honouring a visitor's cookie/tracking consent.